



2015 ENERGY STAR® Awards

General Instructions for All Applicants

What you need to submit online: (www.energystar.gov/mesa)

- Your MESA account information (see below under “How you need to submit your application”)
- A 300-word executive summary highlighting the main elements of your application. If you earn an award, this is the section we use for our script, the event slideshow, and for the online *Profiles in Leadership* report, which highlights all ENERGY STAR award winners and their accomplishments.
- An electronic copy of your narrative in Word or PDF. (Applicants are strongly encouraged to submit all materials in PDF to avoid file formatting issues.)
- Optional supplemental materials such as photos, pamphlets, copies of advertisements, videos, audio files, etc. can be uploaded with your application as PDF files (each file must be less than 12 MB). Please consolidate supplemental print files into one or two PDF files. We generally select 6-8 2-minute videos for viewing at the ceremony.
- **Note:** All file names should be no longer than 15 characters and contain no spaces or special characters.
- *Retailer and Energy Management partners only:* See special instructions in your respective Retailer and Energy Management applications.
- *Window, Door and Skylight Product Brand Owners only:* See Additional Guidance document.

When you need to submit your application:

- **NEW!** This year, we are asking partners to pre-notify us of your intent to apply for an award. Please use MESA to complete this simple action by **Wednesday, October 1, 2014**. This will help us improve the timeliness of our entire process. There will not be a penalty if you choose not to apply after notifying us of your intent; nor will you be penalized if you choose after October 1 but before December 4 to apply. We are simply trying to get a better sense of the number of applicants. Thank you!
- A complete electronic application must be **uploaded by 8 pm, EST on Thursday, December 4, 2014**. We will not accept any applications or materials uploaded after this date.

How you need to submit your application:

- All Partner applications must be electronically submitted through your “My ENERGY STAR Account” (www.energystar.gov/mesa). The electronic system will be available on **Wednesday, October 1, 2014**.
- If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 888-782-7937 to have one created for you.
- **We will only accept applications submitted via this online system.**

What to expect after you submit:

- **Confirmation of Receipt:** You will get an e-mail within 48 hours confirming receipt of materials. It will be sent to the Primary and Communications contacts in the award application. If you do not receive confirmation within this timeframe, contact the ENERGY STAR Awards Coordinator at awards@energystar.gov.
- **Notification:** You will be notified no later than **Friday, February 13, 2015** about the status of your application.

2015 ENERGY STAR® POY Award Application General Instructions

Additional information:

- The ENERGY STAR Awards Meeting will be held on **Monday, April 20, 2015** in Washington, DC.
- There are two broad categories of ENERGY STAR awards for which you can apply: Partner of the Year and Excellence Awards. Applicants for Partner of the Year that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.
- The Sustained Excellence Award, our highest honor (and different than Excellence Awards), recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements of the previous year. There is no separate application for Sustained Excellence. The evaluation committee makes this determination.
- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence) are strongly encouraged to submit one application that responds to the criteria of both categories. To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.
- Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).
- Applicants should submit all supplemental materials, including marketing examples, collateral, and literature electronically, following the application's instructions.
- Applicants should ensure that any supplemental material they submit demonstrates proper ENERGY STAR logo use according to the *ENERGY STAR Brand Book* [see: www.energystar.gov/index.cfm?c=logos.pt_guidelines]. Any instances of logo violations will strongly impact the review of the application.
- Organizations that are under contract with the EPA are not eligible to receive an award. They may however be involved in preparing applications on behalf of clients that partner with ENERGY STAR.
- **Each applicant will be screened for any civil and criminal environmental actions.** Results of this screening will be factored into the winner selection process.